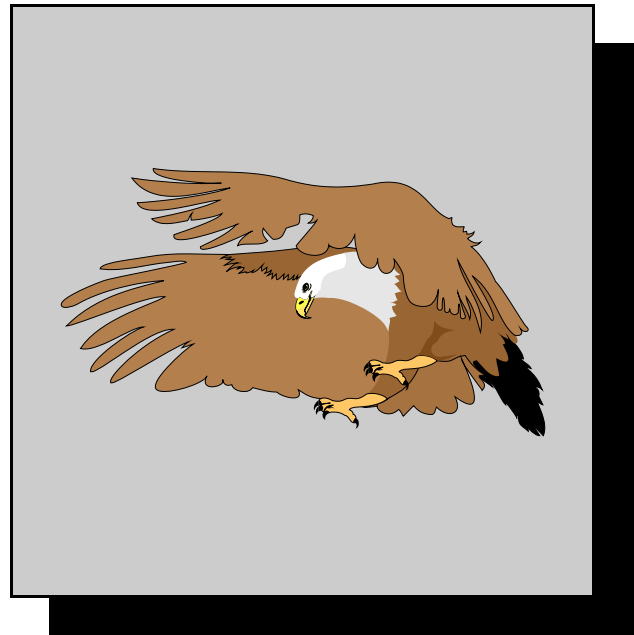


CHAPTER 3

Visioning Process

In order to develop a clear, concise vision statement for the Ruby Canyon/ Black Ridge Ecosystem, ad hoc committee members were used to develop a vision statement. The goal of this process was to better define: 1)

the group's vision for the future of the community, and 2) the group's vision for the future of the RCBR area that will help achieve this vision. The process also included the identification of appropriate roles for each of the key sectors to achieve the overall vision. Three different groups met to describe their vision for the community's future. Information from all three groups was prioritized into one large group vision for the community.



I. Vision Statement

The Ruby Canyon/Black Ridge Ecosystem will continue to contribute to the current quality of life for the Grand Valley and will be managed for an ideal balance of use and preservation.

Community/Partnership Vision

The community will work together to educate visitors about back-country manners and respect for other users so that opportunities for positive experiences can be sustained.

Partners with tourism organizations will foster user ethics and help to meet other goals including maintaining

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Area Vision

The area will help contribute to a sustainable and stable economy while the community preserves the area's environmental health.

Most of the area will be kept "wild", but people will be able to drive on well-defined roads and trails in some places.

II. Roles of Various Partners

This integrated management plan represents an expanded public lands management perspective. Neither BLM, its private sector service partners, nor even local host communities are "sole-source" providers of the benefits RCBR customers (both visitors and residents) receive. Adoption of a Benefits-Based approach therefore requires that all providers collaborate in the delivery of targeted products and services. This kind of collaboration has been nurtured throughout the development of the plan and will need to be strengthened to implement the plan design.

This plan was developed through the involvement of many partners, not just by BLM. These represent three primary providers within the surrounding host communities: public land managers, recreation-tourism industry service providers, and local residents and their governments. The ad-hoc committee was formed to represent these interests in the form of a steering committee. Because this plan cannot be implemented without this kind of cooperative management involvement, it also identifies essential roles of BLM's other key service providers.

In general, BLM's role is to engage its service delivery system to protect and maintain the character and quality of public land resources, provide facilities, distribute appropriate visitor information, and manage visitors. The role of the private sector recreation-tourism service partners has both an on-site and off-site component. On-site, our service partners play a very important role in providing tours and in guiding and outfitting clients seeking these services. RCBR customers, BLM and other land managers, and our local community partners rely heavily on the industry's off-site marketing (i.e., visitor information) services. The role of the local host communities and their governments is no less significant in the delivery of targeted benefit opportunities; these include important support services from the hospitality industry including transportation, overnight accommodations, restaurants, etc. Local host communities are also very important in helping to ensure that BLM and recreation-tourism service provider actions focus on meeting real needs of local communities and their guests.

III. Responsibilities of Various Partners

As part of the visioning process, the following statements were crafted to depict what each of the three primary providers has agreed to do to help achieve the above vision.

- Land Managers (agencies and private landowners):

"Protect resources"

"Determine carrying capacity"

"Use the media to get message out before crisis"

"Encourage conservation easement to preserve rural character on approaches (access) to RCBR"

"Cooperate with tourism industry to achieve Community and RCBR Visions"

"Fund further research of local riparian ecosystems"

"Enforce the rules"

"Invoke restrictions when necessary"

"Develop appropriate literature for education and promotion of RCBR with other user groups and tourism industry"

"Coordinate partnership focus"

- Tourism Industry (businesses and organizations):

"Help educate visitors"

"Definition and promotion to appropriate market niches"

"Seek quality not quantity of experiences"

"Show restraint to achieve control to prevent over use"

"Meld local community rights with promoting resources"

"Give out accurate information"

"Maintain the surprise in "Surprising Choices" -- Don't tell them everything"

- Host Communities (local governments, residents, and interest groups):

"Take the lead in showing responsible use"

"Encourage conservation easements to preserve approaches to RCBR"

"Hold workshops to explain partnerships and give people ideas"

"Define other resources outside of RCBR"

"Maintain active partnerships with land managers and the tourism industry"

"Local education facilities educating toward similar goals"

"Work with BLM for help in educating public to the pleasures and pitfalls of use and overuse"

All of this is made much more explicit in Chapter V in the form of specific management actions that each of these three key providers will undertake to achieve these objectives within each of the area's three management zones.